

---

## Editorial Note

---

**Hariyaty Ab Wahid<sup>a</sup>**

*<sup>a</sup>Faculty of Management and Economics, Universiti Pendidikan Sultan Idris, 35900 Tanjong Malim, Perak, Malaysia*

**To cite this article:** Ab Wahid, H. (2025). Editorial Notes. *International Business Education Journal*, 18(2), i-iii. <https://doi.org/10.37134/ibej.Vol18.2.editorialnote.2025>

International Business Education Journal (IB EJ), Volume 18, Issue 2 (2025), offers a compelling collection of research articles that illustrates the dynamic intersection of business education, entrepreneurship, customer behaviour, accounting, marketing, management, and economics. Each contribution underscores the significance of both empirical and conceptual insights in shaping policy and institutional strategies in developing nations, with a particular focus on Southeast Asian and West African countries.

This second volume begins with its first research article, titled “The Mediating Role of Customer Satisfaction in the Effect of Customer Value and Product Quality on Men's Cosmetic Customer Loyalty,” written by Adi and Nuviasri from Mercu Buana Yogyakarta University, Indonesia. The article analyses the mediating role of customer satisfaction in enhancing brand loyalty, referred to as 'kahf,' within the men's grooming industry, which has emerged as an increasingly important segment of consumer markets in Indonesia. This research provides valuable reference for cosmetic companies to develop relevant strategies to win the customers' loyalty.

The second article, titled “Investigating the Role of Entrepreneurial Skills in Fostering Desire Among University Undergraduates: A Conceptual Paper,” investigates the influence of entrepreneurial skills on students' desire to pursue business ventures, revealing insights that could guide curriculum reform and job creation strategies in Malaysian universities. This article is written by Nur Yuhainis, Mohamad Hanif, Nurul Syazwani, Siti Noorjannah, and Muhammad Fadzly from Northern University of Malaysia. Whereas, another two authors, namely Nur Aisyatul Azra and Syaquirah, are from Sultan Idris Education University. All of them concur that there is an urgent need to establish effective strategies and programmes aimed at fostering entrepreneurship among university students. Consequently, all stakeholders in both the education and industry sectors must work collaboratively to implement the necessary reforms.

The third article, titled “Perceived Influence of Treasury Single Account on The Funding of Federal Tertiary Institutions in Delta and Edo States,” is authored by Nwadiani and Emokpae from the University of Benin. It provides a critical examination of the Treasury Single Account (TSA) policy in Nigeria, focusing on its implications for funding efficiency in federal tertiary institutions. Through comprehensive analysis, the study highlights how the implementation of financial transparency mechanisms like the TSA can significantly influence institutional capacity, accountability, and overall performance. The authors contribute valuable insights into the intersection of public financial management and higher education administration in a developing economy.

Followed by the fourth article, titled “Enhancing Brand Trust through Influencer Marketing Credibility, Honesty, and Trustworthiness—A SOR Theory Application,” by four prolific authors, namely Nor Irwani, Amalina, and Julinawati from Universiti Malaysia Perlis, and

Nurul Izyan Yasmin from the Islamic Science University of Malaysia. This study provides actionable insights for marketers, highlighting the importance of ethical conduct and authentic influencer partnerships in cultivating strong, trust-centred brand relationships in the digital era. The fifth article, titled “The Relationship Between Work-Life Balance and Perceived Job Performance Among Workers,” is written by both Khairul Salleh and Abas from the Faculty of Human Development, Sultan Idris Education University, Malaysia. The article reveals that it is significant for companies or organisations that wish to improve their welfare policies, particularly in relation to work-life balance and job performance.

The sixth article, titled “Do Employers’ Perceptions and Preferences Play a Significant Impact on Female Employability? An Empirical Study in Perak, Malaysia.” is written by Ganapathy from Universiti Tunku Abdul Rahman and both Abdul Jalil and Zakariya from Sultan Idris Education University. This research article highlights the key factors affecting female labour participation in the Perak State of Malaysia. Findings show that internship experience and self-reliance boost employability, while household duties hinder it. Male employers are significantly more likely to hire women than female employers. The insights support efforts to enhance women’s workforce inclusion.

The seventh article, by Olafare, Jimoh, Ajayi, and Abanyam, titled “The Effect of Peer-Mediated Learning Strategy and Gender on Polytechnic Students’ Mastery of Keyboarding Skills in Osun State, Nigeria,” was written by four Nigerian authors from universities at Ondo, Ago Ewoye, and Edo State. Their article implies that a peer-mediated strategy is an effective strategy to improve the polytechnic students mastery of keyboarding skills, with notable effects observed across gender.

The eighth article, titled “Challenges in Teachers’ Performance Appraisal: A Qualitative Study on Structural Flaws and Systemic Inequities,” is a qualitative research article written by authors from Sultan Idris Education University and the Institute of Teacher Education (Islamic Studies Campus) of Malaysia. It examines structural flaws and systemic inequities in teacher performance appraisal practices in Malaysian primary schools. Drawing on insights from in-depth interviews and framed by Adams’ Equity Theory, the findings reveal issues of bias, lack of transparency, and diminished teacher morale. The study offers evidence-based recommendations for more equitable, transparent, and accountable appraisal systems to support sustainable teacher development.

The ninth article, “How Does Minimum Wage Policy Impact Unemployment in Malaysia?” was authored by Adeebah from Sarawak Forestry Corporation and Norhanishah from Universiti Sains Malaysia. Their paper revisits the impact of Malaysia’s Minimum Wage Order on unemployment from 2013 to 2023 within a technology-driven labour market context. Using quantile regression, the findings reveal a nuanced relationship between higher minimum wages and rising unemployment at lower quantiles but show no significant effect at higher quantiles, suggesting market adaptability. The study highlights the importance of balanced wage policies alongside skills development and educational reforms to mitigate unemployment risks and support vulnerable workers.

Finally, the tenth article, titled “Compensation Committee Diversity and Board Compensation: The Case of an Emerging Economy,” explores the impact of compensation committee diversity on executive compensation in Malaysia from 2016 to 2018, using agency theory as a framework. It features diverse authors from four prestigious Malaysian educational institutions, namely Nooraisah and Norimah from Sultan Idris Education University, Anis

Zaireen from Sekolah Menengah Kebangsaan Agama Jerlun, Zam Zuriati from Universiti Tunku Abdul Rahman, and Jamaliah from Malaysia Northern University. Their article reveals that diversity components have no significant influence, while board size, firm size, and profitability are positively linked to compensation levels. The study offers timely insights for policymakers to reassess the relevance of diversity initiatives within Malaysia's unique cultural and governance context.

Collectively, all those ten articles offer practical implications for educators, policymakers, and business leaders seeking to enhance institutional resilience, foster entrepreneurial mindsets, and improve public financial governance. By bridging theoretical constructs with real-world application, this volume continues the journal's mission of advancing scholarship that contributes to both academic excellence and societal progress.

With that, we extend our sincere gratitude to all contributing authors, reviewers, and editorial board members for their continued support and dedication in making this volume a success. We remain confident that the insights presented will inspire further research, innovation, and meaningful action across disciplines and borders.

**Editor-in-Chief**

*International Business Education Journal (IB EJ)*

October 2025